

Name:

Date:\_\_\_\_\_

Section 2-2.

1. Finding solutions to problems through carefully designed studies involving consumers is known as \_\_\_\_\_

- a) Product
- b) Services
- c) Market
- d) Marketing Research

2. When customers are offered choices of features, the choices are known as \_\_\_\_\_

- a. Product features
- b. Experiment
- c. Options
- d. Observations

3. What does a warranty do?

- a. The company will repair the product if it does not meet customer expectations.
- b. Break the product.
- c. The company will give you another product instead of the one you bought.
- d. They will take the product and keep it.

4. What is the third step in the product planning procedures?

- a. Idea development
- b. Idea Screening
- c. Strategy Development
- d. Cookies

5. Services are \_\_\_\_\_, meaning that they have no physical form.

- a. Goods
- b. Intangible
- c. Limited production and test marketing
- d. Products

6. Which is NOT true about a service?

- a. inseparable
- b. non-perishable
- c. heterogeneous
- d. intangible

7. What is one of the types of research studies?

- a. Observations
- b. Marketing
- c. Product

d.Solution

8.What is another type of research study?

- a. Product
- b. Experiment
- c. Procedures
- d. Money

9. \_\_\_\_\_ are activities that are consumed at the same time they are produced.

- a. Services
- b. Inseparable
- c. Nature
- d. Physical activities

10. A \_\_\_\_\_ is everything a business offers to satisfy a customer's needs.

- a. Brand name
- b. Product features
- c. Experiment
- d. Product

Answer Key: Quiz Chapter 10 Section 2

1. D.) Marketing Research
2. C.) Options
3. A.) The company will repair the product if it does not meet customer expectations.
4. C.) Strategy development
5. B.) Intangible
6. B.) Non-perishable
7. A.) Observations
8. B.) Experiment
9. A.) Services
10. D.) Product